



MEA

GLOBAL DIGITAL THERAPEUTICS FOR MENTAL HEALTH AND CHRONIC  
DISEASE MANAGEMENT MARKET

## **Top 10 Competitor Insights & Gap Analysis**



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# 1 COMPETITOR BENCHMARK AND PRODUCT INSIGHT

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## 1.1 AKILI INTERACTIVE

125 Broad Street, Boston, MA 02110, USA

**Contact Number:** +1-844-254-5484

**Website:** [www.akiliinteractive.com](http://www.akiliinteractive.com)

### 1.1.1 COMPANY OVERVIEW

Akili Interactive is a prescription digital medicine company that combines neuroscience with technology to create video game-based treatments for cognitive impairments and neurological disorders, particularly focusing on improving attention and cognitive functions for individuals with ADHD.

### 1.1.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION
EndeavorRx (AKL-T01)	FDA-cleared, prescription-only digital therapeutic delivered as a video game for children aged 8-12 with ADHD; it targets cognitive control and attentional function through adaptive, game-based challenges; supported by robust clinical evidence and used as an adjunct or standalone intervention.
EndeavorOTC	Recently FDA-authorized over-the-counter digital therapeutic for improving attention function in adults with ADHD (age 18+), delivered via a video game experience and backed by clinical data for efficacy; accessible without a prescription.



AKL-T01 Platform	Underlying technology powering EndeavorRx/EndeavorOTC, utilizes advanced sensory stimuli, adaptive motor challenges, and dynamic difficulty balancing to enhance neural systems tied to cognitive control; evaluated in randomized controlled trials.
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Source: Company Website



## 1.2 APPLIEDVR

### 1.2.1 COMPANY OVERVIEW

### 1.2.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website

## 1.3 CLICK THERAPEUTICS

### 1.3.1 COMPANY OVERVIEW

### 1.3.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website





## 1.4 FREESPIRA

### 1.4.1 COMPANY OVERVIEW

### 1.4.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website

## 1.5 HAPPIFY HEALTH/TWILL

### 1.5.1 COMPANY OVERVIEW

### 1.5.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website



## 1.6 MAHANA THERAPEUTICS (ACQUIRED BY NERVA)

### 1.6.1 COMPANY OVERVIEW

### 1.6.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website

## 1.7 NOOM

### 1.7.1 COMPANY OVERVIEW

### 1.7.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website



## 1.8 OMADA HEALTH

### 1.8.1 COMPANY OVERVIEW

### 1.8.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website

## 1.9 TELADOC HEALTH

### 1.9.1 COMPANY OVERVIEW

### 1.9.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website



## 1.10 WELLDON

### 1.10.1 COMPANY OVERVIEW

### 1.10.2 PRODUCTS / SERVICES

PRODUCTS / SERVICES	DESCRIPTION

Source: Company Website



## 2 GAP ANALYSIS

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### 2.1 GAP ANALYSIS FRAMEWORK

The companies are compared across the following dimensions:

- **Therapeutic Focus:** Coverage of mental health (e.g., ADHD, depression, anxiety) and chronic diseases (e.g., diabetes, hypertension, IBS).
- **Regulatory Status:** FDA clearance, CE marking, or other approvals (e.g., DiGA in Germany).
- **Technology Platform:** Use of mobile apps, VR, AI, sensors, or game-based solutions.
- **Clinical Validation:** Evidence from randomized controlled trials (RCTs) or peer-reviewed studies.
- **Market Reach:** Consumer vs. prescription models, geographic availability, and user base size.
- **Business Model:** Direct-to-consumer (D2C), B2B (e.g., insurers, employers), or reimbursement-driven.



## 2.2 GAP ANALYSIS COMPARISON TABLE

The table below evaluates each company across the defined dimensions, using ☒ (strong presence), ☐ (partial presence), or ☒ (no presence) to highlight strengths and gaps.

Company	Mental Health Focus	Chronic Disease Focus	Regulatory Status	Technology Platform	Clinical Validation	Market Reach	Business Model
Akili Interactive	<input checked="" type="checkbox"/> ADHD						
AppliedVR							Prescription, Payer-covered
Click Therapeutics		<input checked="" type="checkbox"/> Diabetes, Obesity					
Freemira						<input type="checkbox"/> US-focused, Prescription	
Happify Health/Will							



**Mahana  
Therapeutics  
(Acquired by Nerva)**

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**Noom**

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**Omada Health**

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**Teladoc Health**

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**WellDoc**

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**Source: Company Website**

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## **2.3 KEY GAPS**

**2.3.1 LIMITED MENTAL HEALTH FOCUS:**

**2.3.2 NARROW CHRONIC DISEASE FOCUS:**

**2.3.3 REGULATORY GAPS:**

**2.3.4 GEOGRAPHIC REACH:**

**2.3.5 TECHNOLOGY PLATFORM LIMITATIONS:**

**2.3.6 BUSINESS MODEL CONSTRAINTS:**





## **2.4 KEY OPPORTUNITIES**

**2.4.1 EXPANDING THERAPEUTIC FOCUS:**

**2.4.2 PURSUING REGULATORY APPROVALS:**

**2.4.3 ENHANCING TECHNOLOGY PLATFORMS:**

**2.4.4 GLOBAL MARKET EXPANSION:**

**2.4.5 DIVERSIFYING BUSINESS MODELS:**



## 2.5 CONCLUSION

The gap analysis reveals a diverse DTx landscape with significant strengths and opportunities for improvement:

- **Strengths:**
- **Key Gaps:**
- **Opportunities:**

## 2.6 STRATEGIC RECOMMENDATIONS:

- Companies with narrow focus .....
- Non-prescription players .....
- All companies can leverage .....



## **DISCLAIMER**

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